

Last Received: 08/30/2012 5:58 PM
Showing Buylines: All Rep & Sta Revised Lines

Station WVBT-TV NORFOLK, VA.	Agency () GMMB	Rep Firm
Advertiser () OBAMA FOR AMERICA	3050 K ST NW	Sales Office () PHILADELPHIA
Product BARACK OBAMA	WASHINGTON, DC 20007	Salesperson () ANJIE BRADY
Estimate# 1687	Agency C/P1/P2/E 95/101/1687	
Buyer Dan Nagelberg	Flight Dates 09/04/2012 - 09/17/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

-- CONTRACT COMMENT --

CLIENT: OBAMA FOR AMERICA SC=*

-- REMARKS --

VER 3 ISSUED TO CXL SPOT N/A ON LN 6 W/MKGD LN 30;
REV PGM LN'S 10-11; CXL SPOT N/A LN 29 W/MKGD LN 31
CONTRACT TOTAL REMAINS \$18,900
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*6	W	8P-10P	SO YOU THINK YOU CAN DANCE	:30	\$800.00	09/05-09/05 09/12-09/12	1 0	1 1	1 0	\$800.00	
Buyline Comment: CXL SPOT N/A 9/12 DUE PRGM CHANGE												
Sales Remark: V3 CXL SPOT N/A 9/12 DUE PRGM CHANGE												
V3 More than 2 codes changed												
	*10	M,W-F	5P-6P	JERRY SPRINGER	:30	\$100.00	09/10-09/14	4	1	4	\$400.00	
Buyline Comment: REVISE PRGM												
Sales Remark: V3 REVISE PRGM												
V3 Program Name Change, Comment Changed												
	*11	M	5P-6P	JERRY SPRINGER	:30	\$100.00	09/17-09/17	1	1	1	\$100.00	
Buyline Comment: REVISE PRGM												
Sales Remark: V3 REVISE PRGM												
V3 Program Name Change, Comment Changed												
	*29	SU	4P-7P	NON-REDSKINS FOOTBALL	:30	\$2,000.00	09/09-09/09 09/16-09/16	1 0	1 1	1 0	\$2,000.00	

Buyline Comment: CXL SPOT N/A 9/16 DUE NO GAME
Sales Remark: V3 CXL SPOT N/A 9/16 DUE NO GAME
V3 More than 2 codes changed

Station WVBT-TV NORFOLK, VA.
Advertiser () OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate# 1687
Buyer Dan Nagelberg
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1687
Flight Dates 09/04/2012 - 09/17/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*30	W	8P-10P	THE X-FACTOR	:30	\$800.00	09/12-09/12	1	1	1	\$800.00	
			Buyline Comment: MKGD FROM LN 6									
			Sales Remark: V3 MKGD FROM LN 6									
			V3 Added									
	*31	SU	4P-7P	NON-REDSKINS FOOTBALL	:30	\$2,000.00	09/09-09/09	1	1	1	\$2,000.00	
			Buyline Comment: MKGD FROM LN 29									
			Sales Remark: V3 MKGD FROM LN 29									
			V3 Added									

---REPORT TOTALS---

Report Totals: 9 / \$6,100.00

---SALES MONTHLY TOTALS---

Sep 12: 96 / \$18,900.00
Sales Totals: 96 / \$18,900.00
Station Totals: 96 / \$18,900.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$82,174	CATV 0%	WAVY 9%	WGNT 7%	WPXV 0%	WTKR 29%
		WTVZ 7%	WVBT 23%	WVEC 25%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

EC'd Yes Last Received: 08/30/2012 5:58 PM Showing Buylines: All Rep & Sta Revised Lines

Station	WVBT-TV NORFOLK, VA.	Agency	() GMMB	Rep Firm	
Advertiser	() OBAMA FOR AMERICA		3050 K ST NW	Sales Office ()	PHILADELPHIA
Product	BARACK OBAMA		WASHINGTON, DC 20007	Salesperson ()	ANJIE BRADY
Estimate#	1687	Agency C/P1/P2/E	95/101/1687	Salesperson Phone#	215-567-6005
Buyer	Dan Nagelberg	Flight Dates	09/04/2012 - 09/17/2012	Salesperson FAX#	215-567-5938
Phone#		Hiatus Weeks			
Fax#					

--- CREDIT RISK ---

CASH IN ADVANCE